

What is claimed is:

Sub R 2

1. A gaming machine comprising:
a display device;
5 a master gaming controller that controls one or more games played
on the gaming machine and presents a game outcome presentation on
said display device;
at least one input device for selecting an entertainment content
source; and
10 at least one output device configured to output entertainment
content from the selected entertainment content source,
wherein the entertainment content is independent of the game
outcome presentation presented on the gaming machine.

15 2. The gaming machine of claim 1, wherein the output device
includes at least one of a sound projection device, a monitor, an LCD, a
fluorescent display, a pair of headphones, or a head-mounted video
display.

20 3. The gaming machine of claim 1, wherein the entertainment
content source includes at least one of a CD player, an FM/AM tuner, a
VHS player, a DVD player, a TV tuner, a musical jukebox, a video
jukebox, a computer, a server, or a media software application.

25 4. The gaming machine claim 3, wherein the media software
application is selected from a group consisting of an audio player, an
image viewer, a movie player or a web browser.

5. The gaming machine of claim 1, wherein the input device includes at least one of a key pad, a touch screen, a mouse, a joystick and input button and a track ball.

5 6. The gaming machine of claim 1, wherein the entertainment content includes at least an advertisement, news, stock quotes, electronic mail, a web page, a message service, a locator service and a hotel/casino service, a movie, a musical selection or a broadcast event.

10 7. The gaming machine of claim 1, wherein the game includes at least a video slot game, a mechanical slot game, a pachinko game, a video poker game or a keno game.

15 8. The gaming machine of claim 1, further comprising a first communication interface wherein the first communication interface allows the gaming machine to communicate with an entertainment content source located outside of the gaming machine.

20 9. The gaming machine of claim 8, further comprising a firewall that limits access to the gaming machine via the first communication interface.

25 10. The gaming machine of claim 1, wherein the entertainment content is initiated when a game play is initiated on the gaming machine.

11. The gaming machine of claim 1, wherein access to the entertainment content is time dependent upon an indicia of credit amount, a wager amount, or a game playing history.

12. The gaming machine of claim 1, wherein the entertainment content is provided according to a player information profile.

13. The gaming machine of claim 1, further comprising a
5 second communication interface allowing the gaming machine to communicate with an output device located outside the gaming machine.

14. The gaming machine of claim 1, wherein the gaming machine is connected to an entertainment service network.

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sub 437 15. The gaming machine of claim 1, wherein the entertainment content is displayed on the display device while the game outcome presentation is displayed on the display device.

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16. The gaming machine of claim 1, wherein the entertainment content is displayed on the output device while the game outcome presentation is displayed on the display device.

17. The gaming machine of claim 1, wherein the input device is
20 used to control a feature of the entertainment content.

18. An entertainment content source providing entertainment content independent of a game outcome presentation presented on a gaming machine, said entertainment content source being adapted for
25 operation only during selected operational modes of the gaming machine wherein the entertainment content source is selected from the group consisting of a CD player, an FM/AM tuner, a VHS player, a DVD player, a TV tuner, a musical jukebox, a video jukebox, a computer, a server or a media software application.

Sub 247 19. A method of providing entertainment content on a gaming machine providing game outcome presentations for one or more games, the method comprising;

5 displaying a list of one or more entertainment content sources;
receiving a selection of the entertainment content source from said list; and

outputting the entertainment content from the selected entertainment content source to an output device;

10 wherein said entertainment content is independent of the game outcome presentation for the one or more games.

20. The method of claim 19, further comprising:

15 prior to outputting the entertainment content, determining an indicia of credit amount for the selected entertainment content source;
displaying a message on the display device notifying a player of the required indicia of credit amount; and

initiating the selected entertainment content when the required indicia of credit amount is available on the gaming machine.

20 21. The method of claim 19, wherein the required indicia of credit amount is independent of a wager on a game play on the gaming machine.

25 22. The method of claim 19, further comprising
prior to receiving the selection,
receiving player tracking information; and
allowing access to the entertainment content sources based upon the player tracking information.

23. The method of claim 19, further comprising:
determining a total access time to the entertainment content source
based upon player tracking information, a wager amount on a game or a
indicia of credit amount deposited into the gaming machine;
comparing an access time to the entertainment source to the total
access time; and
terminating access to the entertainment content source when the
access time exceeds the total access time.

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Sub A15 24. The method of claim 19, further comprising:
prior to displaying the list of entertainment content sources,
loading information enabling the entertainment content to the
entertainment content sources.

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25. The method of claim 19, further comprising:
displaying entertainment content on the output device while
displaying the game outcome presentation on a display device.

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Sub A16 26. The method of claim 25, wherein the output device and the
display device are the same device

27. The method of claim 19, further comprising:
receiving a second input signal to control a feature of the
25 entertainment content source; and
controlling said feature indicated in said second input signal.

28. The gaming machine of claim 19, wherein entertainment
content at least include an advertisement, news, stock quotes, electronic

mail, a web page, a message service, a locator service or a hotel/casino service, a movie, a musical selection and a broadcast event.

5 29. The gaming machine of claim 19, wherein the game is a video slot game, a mechanical slot game, a pachinko game, a video poker game or a keno game.

10 30. A method for sending a message to a player playing a game on a gaming machine, the method comprising:

receiving player identification information from the player playing the game on the gaming machine;

 sending the player identification information to a server wherein the server assigns an communication identifier to the gaming machine;

15 receiving a personal message from at least one information source located outside the game machine for the player playing the game on the gaming machine identified by the identification information;

 outputting the personal message for the player playing the game on the gaming machine to an output device.

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 31. The method of claim 30, wherein the player identification information is player tracking information.

25 32. The method of claim 30, wherein the information source is selected from the group consisting of another player, a hotel employee, a casino employee and an entertainment content source.

33. The method of claim 30, wherein the personal message is selected according to a player profile for the player playing the game on the gaming machine.

5 34. The method of claim 30, wherein the personal message is stock quotes, news, prize information, or advertisements of interest to the player playing the game on the gaming machine.

10 35. The method of claim 30, wherein the output device is selected from the group consisting of a sound projection device, a monitor, an LCD, a fluorescent display, a pair of headphones, a head-mounted video display, a personal digital assistant, a pager, and a cell phone.

15 36. The method of claim 30, wherein the communication identifier is an IP address.

20 37. The method of claim 30, wherein the information source is selected from the group consisting of a CD player, an FM/AM tuner, a VHS player, a DVD player, a TV tuner, a musical jukebox, a video jukebox, a computer, a server or a media software application.

38. A method of retaining player interest in a gaming machine providing one or more games comprising:

25 displaying a game outcome presentation for the one or more games; and

providing additional entertainment content, independent of the game outcome presentation,

wherein the entertainment content is provided during selected operational modes of the gaming machine.

39. The method of claim 38, wherein the entertainment content at least includes an advertisement, news, stock quotes, electronic mail, a web page, a message service, a locator service or a hotel/casino service, a
5 movie, a musical selection and a broadcast event.

40. A method of providing entertainment content on a gaming machine providing game outcome presentations for one or more games, the method comprising;

10 providing one or more player predetermined conditions a player must satisfy to access entertainment content on the gaming machine; and
upon satisfying at least one of the predetermined conditions, outputting the entertainment content to an output device;
wherein said entertainment content is independent of the game
15 outcome presentation for the one or more games.

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